

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-11 and 15-16, and CANCEL claims 21-26, without prejudice or disclaimer, in accordance with the following:

1. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which monitors a display load factor, receives image signals of said different colors and drives pixels of each of the colors in the panel according to intensities of the image signals so as to have the pixels emit light with emission intensities corresponding to the intensities of the image signals, while decreasing controlling to decrease a drive frequency of sustain discharges as a-the monitored display load factor increases,

wherein said drive unit makes a correction to change an intensity of one of the image signals of a predetermined color depending on a change of the monitored display load factor, and drives all of the pixels in the panel according to the corrected intensity of the one image signal, so that a ratio of the emission intensity of said fluorescent substance of each color during a white display is roughly the same when said display load factor is low and high, depending on a change of the display load factor.

2. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which monitors a display load factor, receives image signals of said different colors and drives pixels of each of the colors in the panel according to intensities of the image signals so as to have the pixels emit light with emission intensities corresponding to the intensities of the image signals, while decreasing controlling to decrease a drive frequency of sustain discharges as a-the monitored display load factor increases,

wherein when the monitored display load factor increases, said drive unit makes a

correction so that an intensity of an image signal of green is decreased or an intensity of an image signal of blue is increased compared with a case when the monitored display load factor is lower, and drives all of the pixels in the panel according to the corrected intensity of the image signal of green or blue.

3. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which monitors a display load factor, receives an image signal of said different colors and drives pixels of each of the colors in the panel according to intensities of the image signals so as to have the pixels emit light with emission intensities corresponding to the intensities of the image signals, while decreasing controlling to decrease a drive frequency of sustain discharges as the monitored display load factor increases,

wherein when the monitored display load factor decreases, said drive unit makes a correction so that an intensity of an image signal of green is increased or an intensity of the image signal of blue is decreased compared with a case when the monitored display load factor is higher, and drives all of the pixels in the panel according to the corrected intensity of the image signal of green or blue.

4. (CURRENTLY AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors a power consumption of the panel as the display load factor and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when said power consumption increases, and said display load factor decreases when said power consumption decreases.

5. (CURRENTLY AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors the drive frequency of the sustain discharges of the panel as the display load factor, and corrects said intensity of the image signal of green or blue on a condition that said display load factor increases when said drive frequency decreases, and said display load factor decreases when said drive frequency increases.

6. (CURRENTLY AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors a luminance value and/or a display area value as the display load factor of each color to be supplied per predetermined unit time, and corrects said intensity of the image

signal of green or blue on a condition that said display load factor increases when an accumulated total of said luminance value and/or display area value per predetermined unit time is higher, and said display load factor decreases when the accumulated total of said luminance value and/or display area value per predetermined unit time is lower.

7. (CURRENTLY AMENDED) A plasma display panel which display colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a driver which monitors a display load factor, repeats a sustain discharge according to a drive frequency, and drives pixels of the colors in the panel during a sustain discharge period which corresponds to intensities of input image signals of the colors,

wherein said driver limits a range of the drive frequency so that a chromaticity coordinate value during a white display is roughly constant regardless of a-the monitored display load factor which depends on a luminance and/or a display area of a display image.

8. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a driver which monitors a display load factor, repeats a sustain discharge according to a drive frequency, and drives pixels of the colors in the panel during a sustain discharge period which corresponds to intensities of input image signals of the colors,

wherein said driver limits a range of the drive frequency so that a color temperature value during a white display is roughly constant regardless of a-the monitored display load factor which depends on a luminance and/or a display area of a display image.

9. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a driver which monitors a display load factor, repeats a sustain discharge according to a drive frequency, and drives pixels of the colors in the panel during a sustain discharge period which corresponds to intensities of input image signals of the colors,

wherein said driver limits a range of the drive frequency so that a deviation from a color temperature curve denoted by a black body radiation curve during a white display is roughly constant regardless of the monitored a-display load factor which depends on a luminance and/or

a display area of a display image.

10. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a driver which monitors a display load factor, repeats a sustain discharge according to a drive frequency, and drives pixels of the colors in the panel during a sustain discharge period which corresponds to intensities of input image signals of the colors,

wherein said driver limits a range of the drive frequency so that a chromaticity coordinate value during a white display is within  $\pm 0.005\text{uv}$  of a deviation region from a color temperature curve denoted by a black body radiation curve regardless of a the monitored display load factor which depends on a luminance and/or a display area of a display image.

11. (CURRENTLY AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a detector to estimate a display load factor by detecting one of a power consumption of the plasma display panel and a drive frequency of sustain discharges of the plasma display panel; and

a drive unit, which receives image signals of said different colors, drives pixels of each of the colors in the plasma display panel according to intensities of the image signals so as to have the pixels emit light with emission intensities corresponding to the intensities of the image signals and changes the drive frequency of sustain discharges according to the estimated display load factor, and changing an intensity of one of the image signals of a predetermined color depending on a change of the estimated display load factor, and driving all of the pixels in the panel according to the corrected intensity of the one image signal, so that a ratio of the emission intensity of each of the different colors during a white display is substantially equal regardless of the estimated display load factor.

12. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 11, wherein the display load factor changes.

13. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 11, wherein when the display load factor increases from a first level to a second level, higher than

the first level, by increasing a luminance and/or a display area of a display image, the drive unit decreases an intensity of an image signal of green light from a first intensity to a second intensity less than the first intensity or increases an intensity of an image signal of blue light from a third intensity to a fourth intensity greater than the third intensity.

14. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 11, wherein when the display load factor decreases from a first level to a second level, lower than the first level, by decreasing a luminance and/or a display area of a display image, the drive unit increases an intensity of an image signal of green light from a first intensity to a second intensity greater than the first intensity or decreases an intensity of an image signal of blue light from a third intensity to a fourth intensity less than the third intensity.

15. (CURRENTLY AMENDED) The plasma display panel according to claim 13, wherein said drive unit detects the power consumption of the plasma display panel as the display load factor and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and power consumption changes.

16. (CURRENTLY AMENDED) The plasma display panel according to claim 14, wherein said drive unit detects the power consumption of the plasma display panel as the display load factor and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and power consumption changes.

17. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 13, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes and drive frequency changes.

18. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 14, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the intensity of the image signal of the green light and/or the intensity of the image signal of the blue light based on a relationship between display load factor changes

and drive frequency changes.

19. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 13, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the intensity of the image signal of the green light or the intensity of the image signal of the blue light based on a relationship between changes of the display load factors and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

20. (PREVIOUSLY PRESENTED) The plasma display panel according to claim 14, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the intensity of the image signal of the green light or the intensity of the image signal of the blue light based on a relationship between changes of the display load factor and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

21-26 CANCELLED